

MILPITAS GEOTOUR 2016

BE A PART OF CALIFORNIA'S FIRST GEOTOUR!

Put your business on the GeoTour Map! The City of Milpitas will be launching California's first GeoTour this January. The GeoTour will group together caches and provide passport incentives for individuals and families to find all the caches.

WHAT IS A GEOTOUR?

Geocaching is a real-world, family-friendly, outdoor treasure hunting game that exercises both the mind and body! Participants are on a treasure hunt using GPS coordinates to find the geocache (container) hidden at that location. Instead of a worn map marked with an "X", players use their smart phones, a set of coordinates and clues! And instead of hunting for a buried chest, players are looking for a cache of goodies hidden in an eco-friendly site above ground. Caches are hidden all over the world by fellow geocachers who put together a hodgepodge of trinkets, a logbook and pen, and in some cases specialized collectible geocoins. This hoard is then stuffed into a weatherproof box and hidden under a rock, behind a tree and even in more urban locales. The geographical coordinates of these containers—some no bigger than a film canister—are posted on geocaching.com.

Some Interesting Facts:

- ⊕ Geocaching.com has 123 million annual site visits.
- ⊕ 2.25 million people opt-in to Geocaching's weekly digital newsletter.
- ⊕ Geocaching.com has close to 400,000 likes on Facebook.
- ⊕ A GeoTour is a turn-key marketing program that enables you to tap into this vast group of people by creating a destination for the entire geocaching community.

Over the past few years, geocaching has seen 30% annual growth, which has led to over 123 million annual visits to Geocaching.com, 2.25 million opt-in weekly newsletter recipients and close to 400,000 likes on Facebook. A GeoTour is a turnkey marketing program that enables you to tap into this vast group of people by creating a destination for the entire geocaching community.

Being a sponsor of the City of Milpitas GeoTour is a great way to participate and get individuals to visit your business, especially during the height of SuperBowl tourism! When players visit the majority of caches on the GeoTour, they can turn in their passports documenting their finds and receive great prizes, including a special commemorative geocoin!



MILPITAS GEOTOUR 2016

WHY YOUR BUSINESS SHOULD BE A SPONSOR?

- **Show support for the Milpitas community.**
- **Raise brand/company awareness.**
This is an innovative and creative way to bring more awareness to your business. GeoTours specifically promote to a travel-hungry, tech-savvy market of 6 million+ geocachers.
- **Increase business.**
GeoTours offer a proven return on investment. Geocachers will travel to your business to find new caches.
- **Free creative and positive marketing.**
GeoTours have a built-in social media component for easy marketing. They are also self-guided so there is no extra work on your part.
- **Sponsorship is a tax deduction for your business.**

The City of Milpitas will create the passports, coins, marketing campaign, GeoTour logistics and prize incentives, but we need your support through sponsorship! You can be involved for as little as \$500!

Confirm your participation by Friday, January 8, 2016.













For more information and details contact:

Ruby General
Marketing Assistant
City of Milpitas
rgeneral@ci.milpitas.ca.gov
(408) 586-3206



SPONSORSHIP LEVELS

We offer 3 levels of sponsorship options ranging from \$500 to \$1,500. Each option comes with a variety of marketing benefits that will incrementally promote your business on the Milpitas GeoTour!

	Platinum Sponsor \$1,500 (Limit 6)	Gold Sponsor \$1,000-\$1,499	Silver Sponsor \$500-\$999
Full color logo on GeoTour Landing page			
Free Passports to give to your customers			
Full color logo on Passports			
Social Media (weblinks)			
Included in Passport Points Incentive & Assigned Location on GeoTour			
10 Limited Edition GeoCoins			
5 Limited Edition GeoCoins			
3 Limited Edition GeoCoins			

MILPITAS GEOTOUR SPONSORSHIP FORM 2016

Please return form by Friday, January 8, 2016.

Date: _____

Company: _____

Approved by: (print) _____ Title: _____

Signature: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Sponsor/Company Name should appear in all print/media as:

SPONSORSHIP LEVELS (Select level)

☐ Platinum Sponsor (\$1,500)
(Limited to first 6)

☐ Gold Sponsor (\$1,000-\$1,499)

☐ Silver Sponsor (\$500-\$999)

Method of Payment: (Please check one)

☐ Check Enclosed (make payable to City of Milpitas)

☐ Invoice

☐ Credit Card

CC#: _____ ☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX

Expiration Date: _____ CVV Code: _____

Signature: _____

Return Forms/Payment to:

Ruby General
Marketing Assistant
City of Milpitas
457 E. Calaveras Blvd.
Milpitas, CA 95035

